Collateral Duty PAO

Briefer Name
Command and Code
Date

Your Role as a PAO

- **It's about facilitating communications**
  - *Between the CO and the command members*
  - *Between the command and the public*

- **Important duties include:**
  - *Prepare/submit news releases & photos*
  - *Contribute to NMOC News and Navy NewsStand*
  - *Involve command in community relations efforts*
  - *Media liaison*

Where/How You Fit

- **Responsible to your chain of command**
- **Part of Naval Oceanography**
- **The CNMOC Public Affairs Office**
  - *Cathy Willis, Public Affairs Officer – 228-688-4384*
  - *George Lammons – 228-688-4187*
- **Know your base PAO**
- **Transition – Notify CNMOC PAO of ANY Change**

Navy.mil

- **Official Navy website – publicly accessible**
- **Flag photos/bios**
- **Naval Oceanography page**

http://www. navy.mil/local/cnmoc/

--Your submissions are welcome

Navy Knowledge Online (NKO)

- **www.nko.navy.mil – click on "Navy Oceanography Community"**
- **Password protected**
- **Downloadable Community information**
  - ***Fact Sheets***
  - ***CO photograph and bio***
  - ***NMOC News***
  - ***Roster lists, desk lists***
  - ***NMOC PAO Instruction***

CNMOC Intranet

- **https://www.fleetforecs.navy.mil/cnmoc**
- **PKI protected**
- **Downloadable Community information**
  - ***Leadership photographs and bios***
  - ***CNMOC Instructions***
  - ***Commander's Guidance***
  - ***Battlespace On Demand overview***

Themes and Messages

- **We are the Navy's Operational Science Community**
- **We are good investment for the Navy**
- **We ensure better warfighting decisions, keep the fleet safe, enable collaborative partnerships**
- **National Maritime strategy –**
  - ***Forward presence***
  - ***Deterrence***
  - ***Sea control***
  - ***Power projection***
  - ***Maritime security***
  - ***Humanitarian assistance/disaster response.***

CNMOC PAO Instruction

- **NAVMETOCCOM 5720.1 E**
- **Outlines responsibilities and procedures**
- **Located on Navy Knowledge Online website – www.nko.navy.mil – navigate to Naval Oceanography, look under 'Instructions'**
- **Located on CNMOC intranet https://www.fleetforces.navy.mil/cnmoc/instructions/default.aspx**

Media Liaison

- Contact CNMOC PAO if media is from outside your locale
- Keep your chain of command in the loop
- If local, work with your base PAO
- Act as a facilitator -- Allow the CO, XO, acting CO or designee to make all the comments
- Understand what your command does, how it does it and how that fits into the big picture of CNMOC

Community Involvement

- School visits/mentoring
- Speakers' bureau
- Service Projects
- Check Navy PA regs before you commit
- In-kind support
- Is there a recruiting angle? Work with area recruiters

Exhibits

- Always reflect Battlespace on Demand (BOND)
- CNMOC Themes and Messages
- Consult CNMOC PAO for guidance, graphics
- Aimed at key audiences – ‘What do we want to achieve?’
- Always consider recruiting opportunities
- Added value

Welcome Aboard Packages

- **Command fact sheet**
- **CNMOC fact sheet**
- **BOND – Battlespace On Demand**
- **Fleet Hometown News form**
- **Information about the area**
- **Distribute to new command members**
  - *PAO should be a stop on the check-in sheet*
  - *Contact CNMOC PAO if you need additional materials*

NMOC News

- **Bi-weekly electronic community newsletter emailed**
- **Posted to NKO Naval Oceanography Program page and intranet**
- **Submissions:**
  - ***Changes of Command***
  - ***Promotions/Advancements/Retirements***
  - ***Policy or Community Changes***
  - ***Education/Training/Professional Development***
- **Length: 50-300 words per news item. The average is about 100 words**
- **Photo in JPEG at least 96 DPI or 1024x768**
- **Submit by COB on the 1st and 3rd Friday of each month**
- **POC: Kate Hunte, katherine.hunte@navy.mil; (228) 688-4072**

Cathy Willis, cathy.willis@navy.mil @228) 688-4384

News Releases

- **Mostly for events**
  - *Ceremonies*
  - *Special command events*
  - *Special anniversaries*
- **Chop through your chain of command**
- **Coordinate with the local PAO shop**
- **Contact CNMOC PAO**

Writing Rules

- **Associated Press and Navy Style (navy.mil)**
- **Directly Quote at least one person**
- **No more than a week old**
- **No acronyms or abbreviations**
- **Identify military subjects by rank, first name, last name and position**
- **SHORT, non –technical sentences**
- **Action early, explain later**

Security Considerations

- **Don’t disclose:**
  - ***Future operations or plans (includes naming personnel to be deployed as well as future deployment dates)***
  - ***Detailed information about vulnerabilities or weaknesses***
  - ***Intelligence collection activities (past and present), including intelligence methods***
  - ***Location and activities of Special Operations Forces***
- **Anti-terrorism protection (ASD(PA) is the sole POC)**

Photography Tips

- **People – preferably in uniform - doing work**
- **Attention to detail (no pens in pockets, no sunglasses, no badges, proper haircuts, proper uniform, proper insignias/rating badges, hand gestures)**
- **Background uncluttered**
- **Relaxed pose but not lazy or slouching**

Materials

- **Bios and photos of COs**
  - *Navy studios are the best option for portraits*
  - *Guidelines on navy.mil*
  - *<u>DO NOT</u> include family information in BIO*
- **Bios and photos of chain of command**
  - *CNMOC website, CNMOC page on NKO, and CNMOC intranet have downloadable commander's photo*
  - *Navy website for flags http://www.navy.mil/navydata/bios/bio_list.asp*
- **Command fact sheets**
  - *One-page of command information – CO, mission , location, equipment, products*
  - *Review every six months*

On-line Resources and Information

- **CNMOC public affairs website – www.navmetoccom.navy.mil**
- **Navy Public Affairs Directory – www.chinfo.navy.mil/navpalib/chinfo/paodir/**
  .
- **Early bird – http://ebird.afis.mil**
- **NKO – www.nko.navy.mil**
- **Navy Chief of Information – www.navy.mil**
- **CNMOC Intranet – https://www.fleetforces.navy.mil/cnmoc**